



commUNITY Newsletter

A Warm WIDA Welcome to FROSTING, INC.



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We are happy to welcome our newest member, who is baking up some amazing sweets! The owner of Frosting, Inc., Kim Canada navigates the Walnut baking community with talent and grace. With a curiosity and interest in baking for as long as she can remember, she has won over our hearts and tummies with her delicious baked goods.

An alumni from Walnut, Canada started a licensed, home-based bakery upon the encouragement of her amazing friends. While she is greatly known for her cupcakes, Kim also creates a variety of muffins, cheesecakes, cookies, specialty cakes, and more and will consider all personal requests. Frosting, Inc has been making this rounds at our community farmers' markets and events and selling out rather quickly.



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newsletter sponsors:**

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A Warm WIDA Welcome continued...

Kim takes a lot of pride in her work, and her creativeness knows no bounds. One of her personal favorite cupcakes, Chocolate Mayonnaise, has now become one of her best-sellers! She also states that anything with peanut butter is also VERY popular!

When Canada is not baking, she spends time with her two children Brady and Bella, and boyfriend, Todd. She enjoys having dinner and game nights with friends, visiting local orchards and wineries, cooking, working out and taking photography. If that isn't enough, she has also taken on a new venture with her boyfriend and started a pumpkin patch in Corning this year.

I might have to get some tips on fitting this much activity into my schedule.

Seasonal goodies are being showcased on the Frosting, Inc. menu, including both classic and gourmet hot cocoa bombs. Canada also features a monthly cupcake flavor on her Facebook page. We cannot wait to see what she has in store next.

Follow Kim on Facebook: [frostingincwalnutiowa](https://www.facebook.com/frostingincwalnutiowa)
To place orders: 712-249-5942



A Message from the Executive Director

It is the time of the year when we gather around the table with our families and friends and pause to reflect on that which we are thankful. This year, in addition to family and friends, I am thankful for the privilege to serve our members as WIDA's director; to work with and for dedicated and supportive business members, my board of directors, our many community non-profit organizations, local volunteers and community residents.

This holiday season offers a special opportunity to reflect on our many blessings and to be grateful for the gifts we have received, yet also be mindful of those less fortunate and struggling in our communities. I invite you to find a way that you could make a difference by participating in #GIVINGTUESDAY on November 30. With Veteran's Day coming up this month, please also take some time to express gratitude to the men and women and their families who selflessly serve to protect our country and the American way of life.

November will be another busy month with so many amazing events to look forward to. Come and join in on these joyful moments and make some new family memories.

Kristine Sorenson



You Can Make a Difference This Giving Tuesday

NOVEMBER 30

Giving Tuesday, a global day of giving, is coming to Southwest Iowa on November 30. In our corner of the world, #GivingTuesday712 is the day to prove the power of giving in our region.

It's time to be counted among those who are doing what's needed and for all of us to give all we can. WIDA invites you to join SHARE Omaha in giving to hundreds of local nonprofits and strengthening our communities at SHAREomaha.org. Let's show a community-wide commitment to rebuilding, revitalizing and helping power solutions this giving season.

For the second year, Pottawattamie County Community Foundation (PCCF) is providing a 20% match on all donations to nonprofit endowments at the Foundation for #GivingTuesday712! In 2020, this generous match from Pottawattamie County Community Foundation exceeded \$70,000.

DID YOU KNOW...

- SHARE OMAHA SERVES AN 8-COUNTY REGION, INCLUDING POTTAWATTAMIE COUNTY
- SHARE OMAHA IS OPEN FOR YOUR GENEROSITY, 365 DAYS A YEAR!
- SHARE OMAHA UTILIZES PAYPAL TO PROCESS CHARITY DONATIONS WITH LOW PROCESSING FEES, WHICH YOU MAY CHOOSE TO COVER FOR YOUR SELECTED NONPROFIT. YOU DO NOT NEED A PAYPAL ACCOUNT TO DONATE. SHARE OMAHA DOES NOT CHARGE ANY ADDITIONAL FEES TO NONPROFITS OR DONORS.



Here is a full list of Southwest Iowa nonprofits with PCCF endowment funds and direct links to give. You may give to <10 organizations in one transaction and do not need to log into a PayPal account to give.

- All Care Health Center: *Give now*
- Bethany Lutheran Health Services: *Give now*
- Council Bluffs Schools Foundation: *Give now*
- FAMILY, Inc.: *Give now*
- Habitat for Humanity of Council Bluffs: *Give now*
- Heartland Family Service: *Give now*
- Historic General Dodge House: *Give now*
- Midlands Humane Society: *Give now*
- MICAH House: *Give now*
- Pottawattamie Conservation Foundation: *Give now*
- Pottawattamie County Trails Association: *Give now*
- TS Community Foundation: *Give now*
- Union Pacific Museum Association: *Give now*

Eligible gifts for the 20% match can be made to these Southwest Iowa nonprofits between November 1-30, 2021 using donation code PCCF20 at SHAREomaha.org.

Community Congratulations

OAKLAND, IOWA



On October 4, the Riverside Optimists presented Deb Volz with the Riverside Optimist Outstanding Member award for her outstanding fundraising work for Metro Area Youth Foundation. MAYF is a joint effort of several local Optimist clubs to provide support for families faced with the challenges of childhood cancer. Her efforts during the latest peer to peer fundraising provided over \$11,000. Deb is a member of Riverside Optimist Club 40017 that supports the communities of Carson, Macedonia and Oakland Iowa.

Our Children. Our Community. Our Future.

Through community service projects, optimists work to bring out the best in youth, in themselves and in their communities. Join one of our local Optimist Clubs to make a difference today!

Riverside Optimist Club georgevolz@yahoo.com
 Underwood Optimist Club agidale@aol.com
 Treynor Optimist Club dalewillenborg@gmail.com



The Riverside Optimist Club President Karen Stott presented a check for \$1000 for the Riverside High Music Department Equipment. Lian Antunez had been working hard to raise money for a band trailer and storage shed.



The Riverside Optimist Club donated \$1200 to help fund the delegation of Riverside High School attending the Southwest Iowa Honor Band. Four Riverside band members planning to attend the Holiday Bowl parade and game will be leaving December 26 to go to San Diego: Bowe Branan, Hannah Lund, Becca Cody and Jackie Wingard.



Community Congratulations

AVOCA, IOWA

Meet Andrea Radd, a baker originally from California who has planted roots with her family in Avoca, Iowa and pursued the ultimate dream of opening her own bakery. With the support of her mom, four kids, and husband, Jaie, Raddberry's is already on the verge of greatness!

Andrea remembers sitting on the counter as a kid, and watching her mom cook. "I have always been a great cook, but I wanted to be better at baking. In 2004, I decided to enroll into the Certified Pastry Chef Program at Le Cordon Bleu in San Francisco. I was trained in cakes, breads, pastries, sugars and chocolate arts, plated desserts, chocolates and restaurant management."

After Andrea graduated culinary school, she was offered a job in Las Vegas for an international specialty food court. From there, she moved onto Caesars Palace. "I met my husband while in Las Vegas. He was from West Virginia. We moved back to California to take care of my mother when she fell ill, and Jaie joined the Marine Corps. While we were stationed at Camp Pendleton, I started a Meals from Mom Program, where I would make home-cooked meals to serve to the Marines weekly. We would open our house up to 30-40 Marines for holiday meals with us, and I would teach them and their wives how to prepare meals at home. When Jaie was preparing to EAS out of the Marine Corps, he kept telling me there were much better places to settle down. Somewhere between California and West Virginia was our plan. A friend was staying in a house in Avoca and told us to look out here. We found a home and put a bid on it for fun. The next thing I knew, we were closing on a house and moving to a town we had never heard of before."

As soon as the Radd's moved to Avoca, they were welcomed with opened arms. "I have met the most wonderful people, in the greatest community I could ever ask for. Being able to open our shop in Avoca was my only requirement. I am not just opening up a bakery, I am opening up a home to feed my family and community."

The Radd's have been faced with some challenges with starting the bakery, due to the condition of the building. Turning a building from an old dentist office into a bakery means gutting the whole building and starting from scratch. "The support and excitement from our customers has been the best part", Radd stated. "I have the most amazing customers who are willing to step up and help support us during this transition. That is worth every hard thing we have had to face."

In the meantime, the Radd's have opened a Community Supported Bakery (CSB) out of their home. This allows neighboring community members to invest in the bakery in exchange for fresh baked goods, through a subscription program. "This investment helps with startup capital in order to get our business off the ground and our doors open. In return you get access to fresh baked goods on a schedule that works for you."

What I personally love the most about Radberry's bakery, is that everything they bake is locally sourced. I am also looking forward to seeing what daughter, Kaytie, has in store as she follows closely in Andrea's footsteps and learns the trade.

Opening the bakery, and expanding to host parties and cooking classes are just a few things on the horizon for Radberry's bakery. With the recent news of them winning the **Mainstreet Iowa Challenge Grant**, the sky is now the limit!

Follow their progress on Facebook: **Radberry's** and check out their Community Supported Bakery.



Community Congratulations

TREYNOR, IOWA

If you haven't already heard, the old barber shop in Treynor has been renovated and is onto new and exciting things! The Occasional Collective will focus on showcasing thoughtfully curated, sustainably focused, locally sourced goods. Meet the new owner, Alysia Hess. Her vision for the shop is to provide local producers, artisans, and home-based small business owners an opportunity to promote their items and handmade products in a retail environment. Her model is based on encouraging sustainability and green practices, stewardship of the environment and rural communities, and cultural inclusion, celebrated through actions and products.

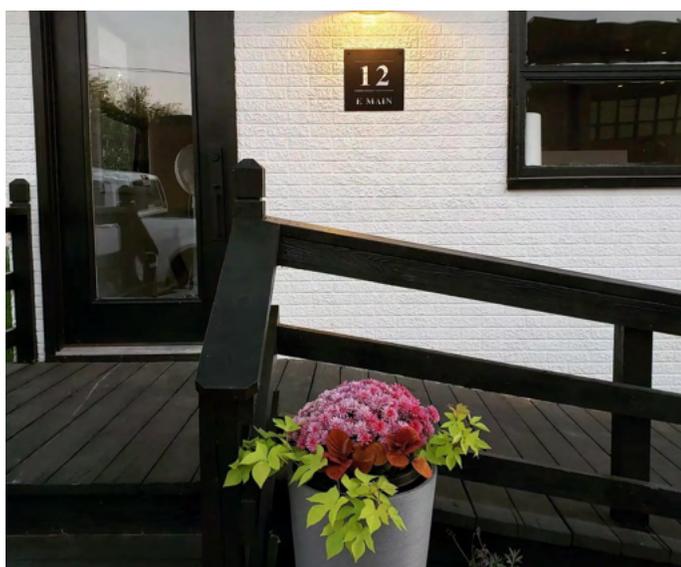
Hess is a 25-year veteran employee at Omaha's Henry Doorly Zoo & Aquarium and plans to continue in her role as Supervisor of Interactive Animal Programs. The "occasional" in The Occasional Collective refers to retail events which will occur every other weekend, with curated offerings and collaborations that rotate, based on monthly themes, the current season, and local community input.



Hess recently pitched 'The Occasional Collective' at the REV EXPO sponsored by TSBank and Advance Southwest Iowa Corporation on October 19, and was awarded \$3000 in prize money! The funds will be utilized to finish the buildout of the interior and exterior, and secure a Point-of-Sale system. The Occasional Collective is slated for a "soft opening" in mid-January 2022. Congratulations Alysia! We cannot wait to see what the new shop has in store.

In the meantime, you can follow along with the renovation and get advanced access to some fun, local products for the holidays.

Facebook/Instagram: @theoccasionalcollective
Website: www.theoccasionalcollectiveia.com



AVOCA FLOWER SHOP'S

2021 Holiday Open House

THURSDAY, 11.11.21 | 4-8 PM

FEATURING PRAIRIE CROSSING WINE TASTING, SAMPLES, SALES, GIVEAWAYS & RADDBERRY'S BAKED GOODIES

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\$95 for 30 minutes
Capture this special time for your family!

*Message **Chasing Buffalo Studios** on Facebook

Sales and Promotions

A FREE FEATURE IN THE NEWSLETTER, FOR SMALL BUSINESSES IN RURAL WESTERN IOWA. SUBMIT A SALES/PROMOTION OR OPEN HOUSE. ONCE PUBLISHED, YOU CAN SUBMIT A NEW ONE IN ANOTHER 3 MONTHS. SUBMISSIONS SHOULD BE SENT TO: KRISTINE4WIDA@OUTLOOK.COM

simply signs

Receive 10% off ANY Sign Rental for the month of November when you mention this ad in the WIDA newsletter.

Contact Lisa at 402-314-2577
OR
Message [Simply Signs Treynor](#) on Facebook

Grand Opening
A BIT OF IOWA

**SATURDAY, NOV 6
10 AM - 5 PM**

**607 HIGHLAND,
WALNUT, IOWA**

Upcoming Events

MARK YOUR CALENDARS FOR NOVEMBER

- 4: Wine & Whiskey Tasting-Rock River Distillation, Glenwood, Bella Terre Vineyard, 6:30-9:00 pm, \$10 Limited Seating. Tickets can be purchased at bellaterre.com
- 5-6: Glenwood Iowa Shop Hop
- 6: Little Tike Hike, Honey Creek, Hitchcock Nature Center, 6 am-10 pm, Ages 3-5, FREE
- 6: Little Tike Hike, Hancock, Botna Bend Park, 6:30 am-10:30 pm, Ages 3-5, FREE
- 6: Shelby Annual Fire & Rescue Thanksgiving Drive, starting at 8 am
- 6: Brushes & Lenses, Fabric & Steel: Two Generations of Art. Elk Horn, Museum of Danish America, 10 am
- 6: Nature's Recyclers: Virtual Workshop, 9 am-12 pm, visit: <https://www.pottconservation.com/>
- 6: Bison Fest at Botna Bend. Hancock, Botna Bend Park, 11 am, FREE with park entry or annual permit
- 6: Using EBT/SNAP on Local Foods, Logan, One Farm, 1:30-2:30 pm
- 7: Fall Craft Show, Treynor, Palace Event Center, 10 am-3 pm
- 7: PEO Italian Pasta Dinner, Oakland, Community Center, 11 am-1 pm
- 10: Farm to School Training, Harlan, Farmtable Procurement & Delivery, 3-5 pm. FREE but, registration is required. <https://www.goldenhillsrhd.org/swiffi.html>
- 10: Food Safety & Inspections Training, Farmtable Procurement & Delivery, 5-6:30 pm. FREE but, registration is required. <https://www.goldenhillsrhd.org/swiffi.html>
- 11: Veterans Day Chicken Dinner, Macedonia, Dewitt Center, 11 am-1 pm
- 11: 2021 Holiday Open House. Avoca Flower Shop, 4-8 pm
- 11: Veteran's Day Supper, Minden, American Legion, 6-8 pm, Open to Veterans and their families
- 11: Wine & Whiskey Tasting-Veterans Day Event, Glenwood, Bella Terre Vineyard, 6:30-9:00 pm, \$10, Limited Seating, Tickets can be purchased at bellaterre.com
- 12: Open House at Penny's Visions Art Gallery, Neola, 10 am-7 pm
- 12: Feather Party, Minden, American Legion, 11 am-3 pm. BINGO will follow at 25 cents a card.
- 12: Dueling Pianos by FUN PIANO, Carson Community Center, 6-11 pm. \$20 in advance / \$25 at the door
- 13: Farmtable Holiday Market, Harlan, 1901 Hawkeye Ave, 9 am-1 pm
- 13: Open House at Penny's Visions Art Gallery, Neola, 10 am-8 pm
- 13: Chili Cook-Off, Pacific Junction, Loess Hills Harley-Davidson, \$10 entry fee. \$5 tasting. VETERANS EAT FREE. All proceeds support veterans. Prizes to 1st, 2nd and 3rd place! Registration 10-11:30 am, Taste Testing 12- 2 pm, Judging 2:30-3 pm. To Register, Email: marketing@loesshillshd.com
- 13: 3rd Annual Wassailing, Council Bluffs, Ditmars Orchard, 12-4 pm. FREE
- 13: Marine Corps Birthday Potluck Celebration, Honey Creek, Paradigm Pastures, 6-8 pm
- 14: Open House at Penny's Visions Art Gallery, Neola, 10 am-4 pm
- 14: St. Mary's Fall Dinner. Avoca, St. Mary's Catholic Church, Adults \$12, Kids (10 & under) \$6, Drive thru or carry out only, call 712-343-6948, 11 am-1:30 pm
- 14: BINGO 2021, Treynor, American Legion, \$5 per card plays 30 games, 5-7 pm



- 16: Second Saturday Art Night, Malvern, Fine Arts on Fifth Gallery and Studio, 6:30 pm. All supplies provided \$30
- 16-18: Grist Mill Presents "Steel Magnolias", Macedonia
- 18: Wine & Whiskey Tasting-Soldier Valley Spirits, Glenwood, Bella Terre Vineyard, 6:30-9:00 pm, \$10. Limited Seating, Tickets can be purchased at bellaterre.com
- 19: Open House at Penny's Visions Art Gallery, Neola, 10 am-7 pm
- 19: Riverside Wrestling Club, Almost Annual Testy Festy, Oakland, Pour Choices Pub & Grub, \$10 all you can eat, auction items and raffle prizes, 5:30 pm
- 19: Full Moon Hike in Loess Hills State Forest, Pisgah/Moorhead, Jones Creek Pond, 6-8 pm
- 20: 8th Annual Fall Shopping Bazaar, Harlan, 1104 Morningview Drive, 9 am-2 pm
- 20: TSO Annual Craft & Vendor Fair, Logan, Christian Church, 9 am-2 pm
- 20: Open House at Penny's Visions Art Gallery, Neola, 10 am-8 pm
- 21: Open House at Penny's Visions Art Gallery, Neola, 10 am-4 pm
- 21: Riverside Church Association Thanksgiving Dinner, Macedonia, DeWitt Center, 5 pm
- 25: Community Thanksgiving Potluck Dinner, Carson, Carson Community Center, Dinner at Noon, Doors open at 10 am. Drinks and table service provided.
- 25: Open House at Fine Arts on 5th, Malvern, Art Church, 10 am- 4 pm
- 26-28: Christmas Antique Walk, Walnut
- 26-28: Christmas at the Barn, Malvern, 706 Grandview Ave., 10 am-5 pm
- 26-27: Julefest, Elk Horn, <https://www.danishwindmill.com/event/julefest-2021/>
- 27: 8th Annual Holidays on Main, Avoca, 3-7 pm
- 27: Julefest Naughty or Nisse 5K Polar Run, Elk Horn, Register: <https://www.danishwindmill.com/product/5k-polar-run-registration/>
- 28: Fall Craft and Vendor Fair. Neola, Community Center, 9 am-2 pm
- 30: #Giving Tuesday, powered by SHARE Omaha

SMALL BUSINESS SATURDAY

NOVEMBER 27

Shop Small & Local this Holiday Season

Small Business Owners Invest in the Community

Small businesses are owned by people who live in this community, are more invested in the community's future and welfare, and are less likely to leave.

Small Businesses Give Back to the Community

Local business owners donate more per sales dollar to local charities, non-profits and school programs compared to national chains.

Small Business Owners Provide Better Service

Local businesses take more time to get to know their customers and clients, so you are more likely to receive excellent customer service.

They Define the Character of the Community

The unique character of your local community is defined in large part by the businesses that reside there and that plays a big factor in your overall satisfaction with where you live and the value of your home and property.

YOU Matter More to Local Businesses

Your values and desires are much more influential to your local community businesses than the big box stores. You hear this when we talk about exerting influence with your purchasing choices, or "voting with your wallet."

**Who we buy from now
will determine who is
standing later.**

**Let's make sure all the
small businesses we love
are first on that list.**



The UNLEASHCB Fall Photo Contest is coming to a close. Please make sure and turn in all submissions by Sunday, November 7.

Photo Categories:

- Unbelievable Fall Foliage
- Unforgettable Fall Memories
- Unexpected

Prizes:

- \$250 cash awarded to the overall winning photo
- \$100 cash awarded to the best Unbelievable Fall Foliage photo
- \$100 cash awarded to the best Unforgettable Fall Memories photo
- \$100 cash awarded to the best Diversity photo

Find the official contest rules and guidelines by visiting UNleashCB.com.

BRONZE MEMBERSHIP

\$100/YEAR

FREE SERVICES

- Offer to help you claim a FREE Google account.
- Advertisement of your promotions and specials – such as open houses, holiday promotions, and specialty days (military % offs, etc.).
- Brainstorming promotional/marketing ideas with you.
- Receive WIDA monthly e-newsletter.
- Recommendation of grants (if you have a nonprofit).
- Access to Ribbon Cuttings for special events.
- Front page welcome in our e-newsletter.
- Listed on WIDA website as a member.
- Listed on WIDA Annual Report as a member.
- WIDA membership window decal.
- Receive WIDA monthly e-newsletter.
- Promotion of news releases, when sent in.
- Event postings on WIDA calendar, when sent in.
- Promotional flyers on WIDA website, when sent in.
- Business card ad in our monthly e-newsletters.

MEMBERSHIP OPPORTUNITIES

**WESTERN IOWA DEVELOPMENT ASSOCIATION IS A
501(C)6 ASSOCIATION FOR POTTAWATTAMIE
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THE COUNTY AND DEVELOP TOURISM.**

SILVER MEMBERSHIP

\$500/YEAR

- Front page welcome in our e-newsletter.
- Listed on WIDA website as a member.
- Listed on WIDA Annual Report as a member.
- WIDA membership window decal.
- Receive WIDA monthly e-newsletter.
- Access to Ribbon Cuttings for special events.
- Promotion of news releases, when sent in.
- Event postings on WIDA calendar, when sent in.
- Promotional flyers on WIDA website, when sent in.
- Business Card ad in our monthly e-newsletters.
- Town Landing Page Sponsor for a year.
- Event organizational checklists upon request.
- Social media accounts set-up.
- Tourism venues listed on Travellowa.com
- Assistance creating marketing materials upon request.
- Listed on WIDA newsletter sponsor for a year.

GOLD MEMBERSHIP

\$1000/YEAR

- Front page welcome in our e-newsletter.
- Listed on WIDA website as a member.
- Listed on WIDA Annual Report as a member.
- WIDA membership window decal.
- Receive WIDA monthly e-newsletter.
- Access to Ribbon Cuttings for special events.
- Promotion of news releases, when sent in.
- Event postings on WIDA calendar, when sent in.
- Promotional flyers on WIDA website, when sent in.
- Business Card ad in our monthly e-newsletters.
- Town Landing Page Sponsor for a year.
- Event organizational checklists upon request.
- Social media accounts set-up.
- Tourism venues listed on Travellowa.com
- Assistance creating marketing materials upon request.
- Listed on WIDA newsletter sponsor for a year.
- Vendor recommendations upon request.
- Distribution of your promotional items at tourism events upon request (parades, etc).
- Grant review and proofreading upon request.

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cell: 402-639-5646




Kim Canada
Owner

Walnut, IA
712-249-5942
kimcanada@gmail.com



WE CONTINUE TO WELCOME YOUR IDEAS AND COMMENTS TO ENHANCE WIDA'S ABILITY TO MEET THE NEEDS OF OUR BUSINESSES NOW AND IN THE FUTURE. WHILE WE HAVE MADE GREAT STRIDES FORWARD, AS ALWAYS THERE IS STILL WORK TO BE DONE—BUT WHEN WE COME TOGETHER, THERE IS NO LIMIT TO WHAT WE CAN ACCOMPLISH.

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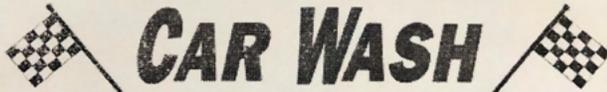
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Visit us online! { [facebook](https://www.facebook.com/paintedcamelgallery) } { www.potterybythecreek.com }



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WIDA's Newsletter

WITH EVERY NEWSLETTER, I HOPE TO CELEBRATE - INFORM - ADVOCATE FOR AND GENERATE CONNECTIVITY IN RURAL POTTAWATTAMIE COUNTY.

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Let WIDA Promote Your Ribbon-Cutting Event!

A ribbon-cutting ceremony is an important part of your overall marketing and advertising plan. It is a great way to kick-off a new business, an expansion or relocation, or a reopening of a business. Ribbon-cuttings can also mark milestone events, anniversaries or the opening of a newly-renovated space. WIDA assists in celebrating ribbon cuttings throughout the year. Let us help with your upcoming event. Contact us prior to choosing a date. We will help you organize, plan and host a high-impact ribbon cutting that will get your business the exposure it deserves.



CONNECT WITH US

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**SUBSCRIBE TO NEWSLETTER
OR
SHARE YOUR EVENT(S)**

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UNBELIEVABLE FACTS

☺ The Italian bank called Credito Emiliano accepts Parmigiano-Reggiano cheese as collateral for small business loans. While holding the cheese as insurance, the bank also stores and ages them in climate-controlled vaults as long as the loan is active. The more the cheese ages, the more valuable it gets, much like interest-bearing accounts. The warehouse can store 440,000 wheels of cheese.

☺ In 1992, the Prime Minister of Singapore was so fed up with the expense of cleaning wads of gum off of public facilities and the new public transportation system that he made the import and sale of chewing gum illegal. Though the ban is still in place, in 2004, the government made an exception for certain types of sugar-free gum sold by dentists or pharmacists, who must record the names of anyone who buys it.

☺ In a project called Acoustic Kitty, CIA operatives attempted to implant listening devices into the ears of cats in hopes of eavesdropping on top-secret conversations. They placed the first cat near the Soviet Embassy in Washington, D.C., but—according to some reports—the poor cat was almost immediately run over by a taxi. The project was shut down in 1967 after the geniuses at the CIA finally figured out how difficult it is to train a cat.

POST YOUR MEMBER NEWS

WHAT'S NEW? SEND IT TO WIDA!

We want to share your successes with members and non-members alike and help you get recognition for awards and honors, promotions, celebrations, events, and relocation.

New Member? Expanding services?

Submit your news!